

Cancer Prevention and Nutrition Section (CPNS)
California Nutrition Network for Healthy, Active Families (Network)

Key Result Area (KRA) 3: Community Services - Oversee and facilitate Food Stamp outreach interventions and services aimed at income-eligible residents in target counties in the state and document increased participation in the FSP.

Overview:

A Program Manager from the *Network's* Food Stamp Program Outreach Unit and a Contract Manager from the *Network's* Administrative Unit will provide the day-to-day support for the continued development, planning and operation of CAFB's Food Stamp Outreach contract and 28 subcontracts in close coordination with other members of those units and other *Network* and *California 5 a Day Campaign* staff in Sacramento. CAFB subcontractors will work to increase FSP participation by (see Attachment 2):

- Providing FSP information to 134,940 individuals
- Prescreening 34,543 individuals
- Assisting 15,205 individuals with FSP applications.

In addition to the provision of oversight and technical assistance, the following technology-related activities will occur:

- Contract with a call center to allow the toll-free phone number to go statewide and provide callers with live assistance, information and referrals, and possibly pre-screening 24 hours per day, seven days per week.
- Develop a Food Stamp Outreach website to complement and accompany the statewide phone number. The website will provide Californians with information about the FSP, FSP eligibility, and where to obtain additional information. Review, customize, pilot, and evaluate a pre-screening tool that can interface with county FSP systems to electronically submit applications and assist CAFB contractors track outcomes.

This team will also work closely with the 11 Regional Nutrition Networks, as appropriate, to provide leadership and coordination to LIAs and special projects when there are opportunities to strategically blend the resources and activities of Food Stamp promotion and outreach.